GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:680
ANSWERED ON:26.11.2014
REVAMPING OF DD
Dubey Shri Nishikant ;Puttaraju Shri C.S.

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government proposes to completely revamp Doordarshan`s (DD) Direct to Home (DTH) service;

(b) if so, the details thereof; and

(c) the steps being taken by Prasar Bharati to improve the quality and content of DD programmes?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (COL RAJYAVARDHAN RATHORE(Retd.))

(a) & (b) Prasar Bharati has informed that upgradation of Doordarshan's DTH platform from 59 to 97 TV channels is a part of continuing scheme of 11th Plan and is expected to be completed during current financial year. As part of 12th Plan new schemes, further upgradation of DTH platform up to 250 TV channels has been approved by the Government. All channels in Doordarshan's DTH platform are in digital mode.

(c) Prasar Bharati has informed that the content and quality of programmes broadcast by Doordarshan are being continuously reviewed and evaluated. The quality review of DD programmes is being done by Doordarshan Kendras through weekly feedback and studies conducted by "TAM Media". To improve the content and quality of programmes, quality software from various software houses/producers and good feature films for telecast on DD-National on different themes are outsourced. To improve quality of the in-house programmes, better talent is being outsourced. The fixed point chart of major Kendras has been revised and changes brought in the content by replacing the less popular programmes with innovative and fresh formats and contents. The DD-National has commenced telecasting new serials in its prime time with a new look and feel.